

SAINATH NUVVULA

AGM – SEO, AI Automation & Organic Growth

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SN

22M+

Organic Visitors/mo

+32%

Conversion Lift

+25%

YoY App Installs

13+

Years Experience

[linkedin.com/in/sainathnuvvula](https://www.linkedin.com/in/sainathnuvvula) • sainath.engineer

PROFESSIONAL SUMMARY

Accomplished SEO and AI Automation professional with 13+ years driving organic growth and marketing strategy. At BankBazaar, I lead end-to-end SEO efforts delivering 22M+ monthly visitors and significant revenue increases. Expert in Programmatic SEO, AI tool development, and workflow orchestration to scale organic channels with zero manual overhead and expand digital footprints across financial services.

KEY ACHIEVEMENTS

OG

Driving Organic Growth

Achieved over 22 million monthly organic visitors and successfully led development of innovative SEO systems that significantly increased website performance and traffic across Credit Cards and Loans verticals.

AI

AI-Driven Workflow Orchestration

Spearheaded AI workflow development enhancing operational efficiency and cutting reporting time by hundreds of hours monthly through intelligent pipeline design using n8n, Claude AI Agents, and Python.

EXPERIENCE

Asst. General Manager (AGM)

Apr 2024 – Present

BankBazaar • Bangalore

- Own end-to-end organic growth funnel, driving 22M+ monthly organic visitors and high-intent lead acquisition across Credit Cards and Loans verticals.
- Architected Programmatic SEO systems generating thousands of programmatically scaled, high-quality landing pages capturing large-scale long-tail search demand and expanding digital footprint.
- Deployed production-grade AI-powered workflows using n8n, Claude AI Agents, Python, and Automate.io — eliminating hundreds of manual hours monthly in reporting, content updates, and technical audits.
- Engineered cross-channel app growth strategy aligning Social Media campaigns with ASO goals, contributing to +25% YoY organic app installs.
- Directly audit, debug, and deploy production-level technical SEO fixes in PHP, JavaScript, and Python — reducing engineering dependency and accelerating critical site improvements.
- Created and executed AI-driven SEO audit frameworks and content strategy roadmaps to proactively identify ranking opportunities and technical debt at scale.
- Automate mundane and routine tasks using Python and Selenium scripts — including automated data extraction, form submissions, rank tracking, and scheduled reporting — saving 30+ hours per month across the team.
- Hand-coded personal portfolio sainath.engineer using PHP and Tailwind CSS, demonstrating full-stack capability and an engineering-first approach.

Senior SEO Manager

Apr 2023 – Apr 2024

BankBazaar • Bangalore

- Led and managed a team of 23 SEO professionals across content, technical, and analytics functions to drive organic growth across

financial product verticals.

- Collaborated with Product and Engineering to optimize website architecture, content strategy, and UX — directly improving Core Web Vitals and search rankings.
- Formulated comprehensive SEO roadmaps covering keyword research, content optimization, and technical SEO aligned to quarterly OKRs and business targets.
- Delivered +32% increase in website conversion rates within 7 months through data-driven CRO combining UX improvements and landing page optimization.

SEO Manager

May 2022 – Apr 2023

BankBazaar • Bangalore

- Managed end-to-end SEO campaigns across 200+ financial product pages, achieving 15%+ YoY organic traffic growth and top-3 rankings for 50+ high-value keywords.
- Conducted deep keyword research identifying high-value opportunities; implemented on-page and off-page SEO including structured data, meta optimization, and link-building.
- Leveraged GA4, A/B testing, and SEMrush to measure campaign performance and deliver measurable conversion improvements.

Team Lead / Sr. SEO Analyst

Oct 2017 – Jul 2021

BankBazaar • Bangalore

- Progressed from Senior SEO Analyst to Team Lead, building deep expertise in technical SEO, content strategy, and cross-functional team mentorship over 4 years.
- Initiated early use of scripted tooling to streamline keyword tracking, rank monitoring, and reporting workflows — saving 20+ hours/month and laying the foundation for later AI orchestration work.

PREVIOUS EXPERIENCE

SEO Analyst

Aug 2015 – Oct 2017

JGI Group & Jain University • Bangalore

- Improved organic visibility for 100+ educational pages through on-page optimization, technical performance audits, and content strategy — growing domain traffic by 35% over 2 years.
- Partnered with web developers to implement SEO best practices and technical fixes, contributing to 30%+ improvement in page load speeds and higher search visibility across 500+ pages.

SEO Lead Analyst

Aug 2013 – Aug 2015

Institute of Marketing.in (NRK Digital) • Bangalore

- Grew organic traffic by 40%+ YoY and improved website performance scores within the digital commerce sector, supporting a 2x increase in lead volume over 2 years.

Web Developer

Nov 2012 – Aug 2013

NRK Digital Pvt Ltd • Bangalore

- Built and maintained production websites using HTML, CSS, and PHP — establishing strong technical foundations that set the trajectory for a distinguished SEO and growth career.

AI PROJECTS & AUTOMATION

■ n8n Trending Topics Automation

Orchestrated an intelligent n8n workflow monitoring real-time search trends, social signals, and industry news to surface high-potential topics. Systematically generates content briefs and pushes assignments to editorial team — reducing trend-to-publish cycle from days to hours.

Tech: n8n, Claude AI, Google Trends API, Python, Slack Webhooks

■ n8n AI Keyword Research Pipeline

Designed an end-to-end keyword research pipeline using n8n pulling seed keywords from Search Console, clustering them semantically using AI, scoring commercial intent, and mapping to page templates with estimated traffic potential.

Tech: n8n, Claude AI, Google Search Console API, SEMrush API, Python

■ AI-Powered Technical SEO Auditor

Deployed a custom AI audit system crawling production pages, analyzing Core Web Vitals, schema markup, internal linking, and content quality — generating prioritized fix recommendations with code snippets. Reduced manual audit time by 80% across a 50K+ page site.

Tech: Python, Claude AI, Screaming Frog API, Custom Crawlers, n8n

■ AI Content Strategy & Planning Engine

Created an AI-driven strategy tool analyzing competitor content gaps, mapping user intent clusters, and generating content roadmaps with topic hierarchies and estimated ROI across 15+ financial verticals.

Tech: Claude AI, Python, Ahrefs API, n8n, Google Sheets API

■ Automated Reporting & Alerting System

Architected real-time reporting pipelines using n8n pulling data from GA4, Search Console, and SEMrush, detecting ranking drops or traffic anomalies, and delivering auto-generated executive summary reports via Slack and email weekly.

Tech: n8n, GA4 API, Search Console API, Python, Automate.io

TECHNICAL SKILLS

AI & Automation: Claude AI Agents, n8n Workflows, Zapier, Automate.io, Prompt Engineering, AI Auditing

Programmatic SEO: Content Architecture, Long-Tail SEO, Schema Markup, Structured Data, Internal Linking

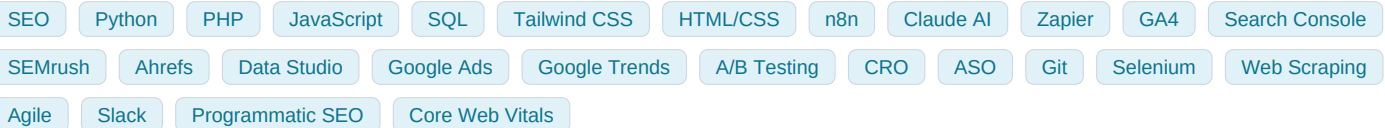
Technical SEO: Server-Side SEO, Log File Analysis, Core Web Vitals, Crawl Budget Optimization

Development: Python, PHP, JavaScript, SQL, HTML/CSS, Tailwind CSS, Selenium, Git, API Integration, Web Scraping

Analytics: GA4, Google Search Console, SEMrush, Ahrefs, Mobile Action, Data Studio, A/B Testing

Growth Strategy: Organic Lead Gen, CRO, ASO, Cross-Channel Growth, Social + Search Synergy, OKR Planning

Leadership: 23+ Member Teams, Agile/Scrum, Stakeholder Reporting, Cross-Functional Collaboration



EDUCATION

EMBA — Marketing & SME

ISBR Bengaluru • 2022 • 82%

B.Tech — ECE

JNTU • 2012 • 61.3%

Diploma — Marketing Strategy

OHC • 2022

CERTIFICATIONS

- Google Analytics (GAIQ)
- Google Ads Search
- HubSpot Inbound Marketing
- SEO Master, E-Marketing Academy
- Advanced Web Analytics
- Social Media Marketing Strategy